

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
28 July 2005 (28.07.2005)

PCT

(10) International Publication Number
WO 2005/067386 A3

(51) International Patent Classification⁷: **H04H 7/00**

(21) International Application Number:
PCT/IL2005/000052

(22) International Filing Date: 13 January 2005 (13.01.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
159904 16 January 2004 (16.01.2004) IL

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,

CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

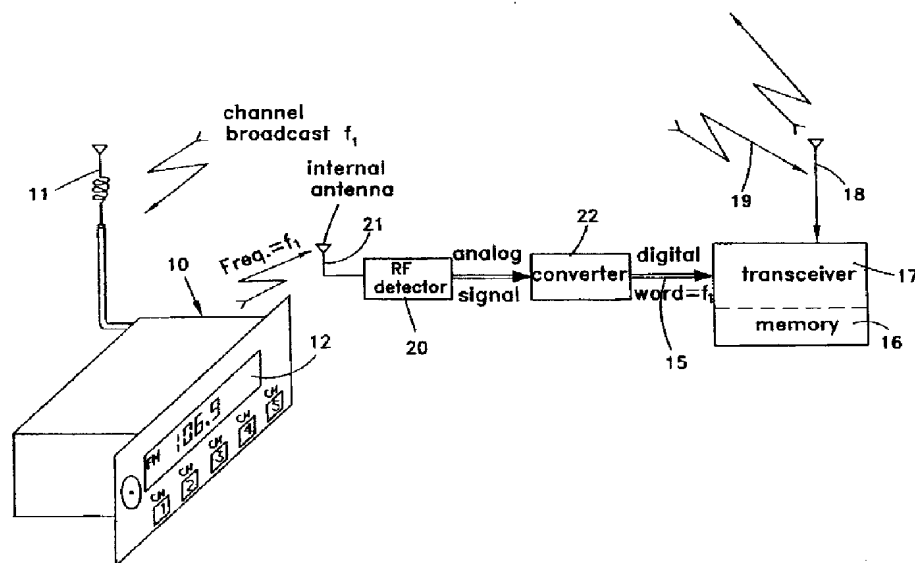
Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(88) Date of publication of the international search report:
20 October 2005

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR DETERMINING THE EFFICIENCY OF RADIO PUBLICITY AND/OR BROADCASTED PROGRAMS



(57) Abstract: Method for determining the efficiency of radio publicity and/or broadcasted programs (11). When a car radio (10) is operated, determining the frequency of the broadcast channel received at the moment (20), either directly from the car radio display (12), or by extraction the LO frequency of the car radio. Whenever required, the frequency is transformed to a digital word. When the information as to the amount of listening of a given publicity and/or broadcasted program or publicities is desired, a request for that information is sent and when the request is received, a reply which comprises the digital word that corresponds to the frequency of the broadcast channel received at the moment, is transmitted.

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